

## ABSTRACT OF DISCLOSURE

An organic electroluminescent EL display control system includes a display panel having a common terminal arranged on a lower portion thereof and a segment terminal arranged on a side portion thereof, and a driver controller having the driver controller including a display RAM storing data, the data being vertically read from the display RAM.

1. An organic electroluminescent (EL) display control system comprising:  
a display panel having a common terminal arranged on a lower portion thereof and a segment terminal arranged on a side portion thereof;  
a driver controller having a display RAM storing data, the data being vertically read from the display RAM.